

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

*New*

<b>Contract / Revision</b> 500001 /		<b>Alt Order #</b> 06393609
<b>Product</b> NRCC-HECK 4 CONGRESS		
<b>Contract Dates</b> 10/24/12 - 10/30/12	<b>Estimate #</b> 3060	
<b>Advertiser</b> NRCC Heck For Congress		<b>Original Date / Revision</b> 10/24/12 / 10/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KVVU	<b>Account Executive</b> Teresa Difuria	<b>Sales Office</b> TELEREP-PHIL
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/25/12	10/26/12	Fox 5 News at 5	5-530p		:30			NM	3	\$2,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				3	\$550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Fox 5 News at 5	5-530p	----ThF----	:30		\$550.00	NM		
			See MG 1.4, 1.5, 1.6									
	2	KVVU	10/22/12-10/28/12	Fox 5 News at 5	5-530p	----ThF----	:30		\$550.00	NM		
			See MG 1.4, 1.5, 1.6									
	3	KVVU	10/22/12-10/28/12	Fox 5 News at 5	5-530p	----ThF----	:30		\$550.00	NM		
			See MG 1.4, 1.5, 1.6									
	4	KVVU	10/25/12-10/25/12	Special Early News	Special Early News	----Th-----	:30		\$775.00	NM		
			Ⓜ MG for 1.2,2.1,2.2,1.3,1.1									
	5	KVVU	10/26/12-10/26/12	Fox 5 News at 5	5-530p	-----F-----	:30		\$950.00	NM		
			Ⓜ MG for 1.2,2.1,2.2,1.3,1.1									
	6	KVVU	10/30/12-10/30/12	Fox 5 News at 5	5-530p	-Tu-----	:30		\$950.00	NM		
			Ⓜ MG for 1.2,2.1,2.2,1.3,1.1									
N 2	KVVU	10/29/12	10/30/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	Fox 5 News at 5	5-530p	MTu-----	:30		\$550.00	NM		
			See MG 1.4, 1.5, 1.6									
	2	KVVU	10/29/12-11/04/12	Fox 5 News at 5	5-530p	MTu-----	:30		\$550.00	NM		
			See MG 1.4, 1.5, 1.6									
N 3	KVVU	10/24/12	10/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				2	\$2,150.00			
N 4	KVVU	10/29/12	10/29/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,150.00			
<b>Totals</b>											<b>6</b>	<b>\$9,125.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>	<u>Alt Order #</u>
500001 /	06393609

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	NRCC-HECK 4 CONGR	3060

<u>Advertiser</u>	<u>Original Date / Revision</u>
NRCC Heck For Congress	10/24/12 / 10/24/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	4	\$6,025.00	\$5,121.25
10/29/12 - 10/30/12	2	\$3,100.00	\$2,635.00
<b>Totals</b>	<b>6</b>	<b>\$9,125.00</b>	<b>\$7,756.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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<b>Product</b> NRCC-HECK 4 CONGRESS		
<b>Contract Dates</b> 10/24/12 - 10/30/12		<b>Estimate #</b> 3060
<b>Advertiser</b> NRCC Heck For Congress		<b>Original Date / Revision</b> 10/24/12 / 10/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KVVU	<b>Account Executive</b> Teresa Difuria	<b>Sales Office</b> TELEREP-PHIL
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/25/12	10/26/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				3	\$550.00			
N 2	KVVU	10/29/12	10/30/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MT-----				2	\$550.00			
N 3	KVVU	10/24/12	10/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---T---				2	\$2,150.00			
N 4	KVVU	10/29/12	10/29/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-----				1	\$2,150.00			
<b>Totals</b>											<b>8</b>	<b>\$9,200.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	5	\$5,950.00	\$5,057.50
10/29/12 -10/30/12	3	\$3,250.00	\$2,762.50
<b>Totals</b>	<b>8</b>	<b>\$9,200.00</b>	<b>\$7,820.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6393609 TRF# 500001 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT24/12 12.14  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*  
 \*\*CHANGES\*\*

ADV # ADV. NAME POLI/J HECK/NRCC/R/CON/NV REP. # OFF. # 762 SALESMAN #  
 AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE  
 7669 STAGERS LOOP SALES PRSN PH- TERESA DIFURIA  
 DELAWARE, OH 43015

ORDER # CONTRACT # 6393609 CLASS: NATL. LOCAL REGIONAL  
 PRDCT NRCC-HECK 4 CONGRESS EST#3060 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT24/12 OCT30/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT24/12 12.14

REP: TO ROSE  
 FR NIKKI  
 OK'D M1 SEE LINES 5-7  
 NEW TOTAL \$9125 (-75)  
 PLS CNF THANKS

STA:  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 10 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	S		500P-530P	30		\$550.00	10/24	10/26	0		W-F	0
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 3060												
PROGRAM : NEWS												
5	A		400P-430P	30		\$775.00	10/25	10/25	1		THU	1
PROGRAM : NEWS												

PROGRAM : NEWS  
 ORD COM1: SPOTS N/A DUE TO RATE. SEE MG OFFER. CREDIT \$75. NOT PRE-BOOKED PLS  
 ORD COM2: APPROVE.  
 THIS IS A MAKE-GOOD FOR OCT24 ON LINE-1 FOR 3 SPOTS/WK  
 THIS IS A MAKE-GOOD FOR OCT29 ON LINE-2 FOR 2 SPOTS/WK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

6	A		500P-530P	30		\$950.00	10/26	10/26	1		FRI	1
PROGRAM : NEWS ORD COM1 : SPOTS N/A DUE TO RATE. SEE MG OFFER. CREDIT \$75. NOT PRE-BOOKED PLS ORD COM2 : APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 5-7												

7	A		500P-530P	30		\$950.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS ORD COM1 : SPOTS N/A DUE TO RATE. SEE MG OFFER. CREDIT \$75. NOT PRE-BOOKED PLS ORD COM2 : APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 5-7												

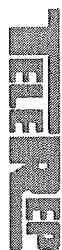
2	S		500P-530P	30		\$550.00	10/29	10/30	0		M-TU	0
PROGRAM : NEWS STATION MAKEGOOD OFFERS: M1 OK'D BUY#1 MISSED:W-F/500P-530P OCT24(3/WK) 30S \$550.00 (OCT24/12) BUY#2 M-TU/500P-530P OCT29(2/WK) 30S \$550.00 OFFER:THU/400P-430P OCT25 30S \$775.00 PLS ADVISE. & FRI/500P-530P OCT26 30S \$950.00 & TUE/500P-530P OCT30 30S \$950.00 CMT:SPOTS N/A DUE TO RATE. SEE MG OFFER. CREDIT \$75. NOT PRE-BOOKED PLS CMT:APPROVE.												

OCT/12 \$6,025.00 NOV/12 \$3,100.00 CONTRACT TOTAL \$9,125.00  
 TOTAL SPOTS 6

MARKET TOTALS \$57,500 KVVU 16% KSNV 38% KLAS 26% KTNV 20% KVMY 0% KVCW 0% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



Rep: TELEREP, INC.  
Run On: Oct23/12 at 20:27

500001

# REP BUYLINES

Page: 1  
Requested by: ROSE

Order#:  
Station: KVVU-TV LAS VEGAS, NV  
Agency: STRATEGIC MEDIA PLACEMENT  
Advertiser: POLI/HECK/RCC/RCON/IN  
Buyer: WHITNEY EVERSOLE

HiLine#: 6393609 (Rev 0)  
Dates: Oct24/12 - Oct30/12  
Prod#: NRC-CHECK 4 CONGRESS  
Id#: 1

Traffic#:  
Salesperson: TERESA DIFURIA  
Est#: 3060  
Demo: RA35+

Mod Code	Buy Line	Day/Time	Length	Rate	Starting Date	Ending Date	# of Wks	Spl/ Week	Total Spots	Total Dollars	Program Name	Rep: Last RA35+ Activity	Last Mod/Rev
10 MIN SEP													
	1	W-F/5-530P	30S	\$550	Oct24/12	Oct26/12	1	3	3	\$1,650	NEWS	0.0 Oct23/12	Rev #0: A
	2	M-Tu/5-530P	30S	\$550	Oct29/12	Oct30/12	1	2	2	\$1,100	NEWS	0.0 Oct23/12	Rev #0: A
	3	W-Th/10-11P	30S	\$2,150	Oct24/12	Oct28/12	1	2	2	\$4,300	NEWS	0.0 Oct23/12	Rev #0: A
	4	Mon/10-11P	30S	\$2,150	Oct29/12	Oct29/12	1	1	1	\$2,150	NEWS	0.0 Oct23/12	Rev #0: A
Total 8 Spots for:										\$9,200		0.0	
Monthly Estimate Dollars:													
										\$5,950	Oct/12	0.0 Oct/12	
										\$3,250	Nov/12	0.0 Nov/12	



Rep: TELEREP, INC.,  
Run On: Oct24/12 at 10:51

## COMPETITIVE

Page: 1  
Requested by: ROSE

Order#: KVVU-TV LAS VEGAS, NV  
Station: STRATEGIC MEDIA PLACEMENT  
Agency: POLI/HECK/NRCC/CONIN/V  
Advertiser: WHITNEY EVERSOLE  
Buyer: WHITNEY EVERSOLE

HiLine#: 6393609 (Rev 0)  
Dates: Oct24/12 - Oct30/12  
Prod1: NRCC-HECK 4 CONGRESS  
Prod2:  
Tel#:

Traffic#:  
Salesperson: TERESA DIFURIA  
Est#: 3060  
Demo: RA35+

Station	Dollars	Percent
KVVU-TV	\$9,200	16%
KSNV-TV	\$21,850	38%
KLAS-TV	\$14,950	26%
KTNV-TV	\$11,500	20%
KVMY-TV	\$0	0%
KVCW-TV	\$0	0%
CABL-TV	\$0	0%
KTUD-TV	\$0	0%
Market Total	\$57,500	100%